Fontys kick-off

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KILL OFF THE AVERAGE

Introduction

Sven Jeurgens
Creative Developer

Stijn de Jong
Partner
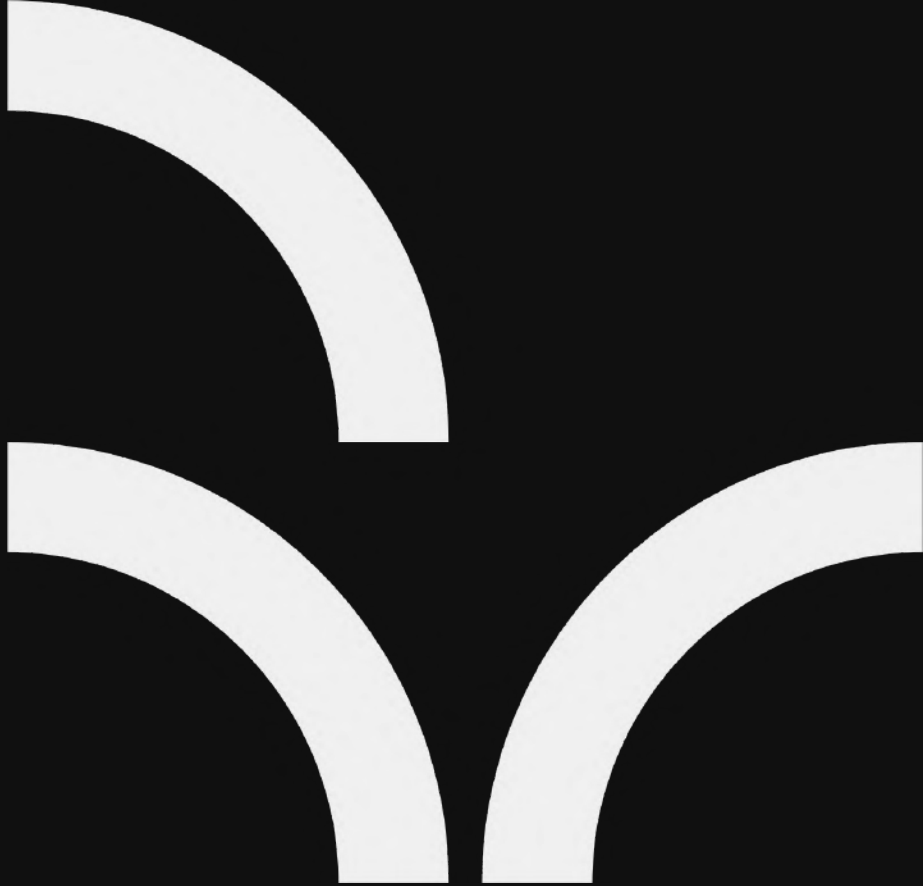
About 01

Branding agency for premium products and services

At Stuurmen, we believe that premium is much more than an adjective. It's a mindset. Premium brands engage in the process of differentiation — they're not just focused on their products or services, they're focused on their target market, and how they can best serve it.

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Premium

There is something incredibly satisfying about a well-made product that is built to last; a service that feels like it's personalized just for you; the feeling of knowing that you're getting the best. We think premium brands have emotional resonance with consumers.

Authenticity

Top of the market

Materials and production

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BECOMING OBSOLETE

Capabilities

Strategy	Design	Tech	Activation
Business strategy	Visual identity	Front-end development	Brand campaigns
Brand strategy	Graphic design	Back-end development	SEO & SEA
Positioning	Art direction	E-commerce	Social advertising
Digital strategy	Web design	Headless development	Marketing automation
Employer & brand strategy	3D & motion design	Motion development	Brand support

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Process

Strategy

Design

Tech

Activation

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Clients

Hyer®

anycoin direct

certhon

y

BAGELS BEANS

TRIPLE CROWN

.kson
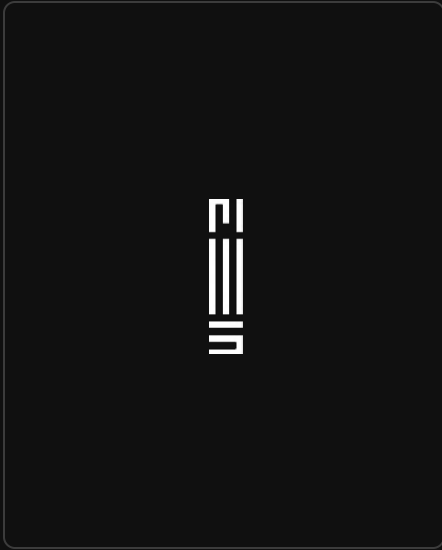
Eindje

NEW OFFICE
COMING SOON!

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Awards

Hyer® Aviation	Site of the Month nominee	Awwwards
YUNE	Site of the Day	CSSDA
Abstraction	Mobile Excellence	Awwwards
Akson	Developer Award	Awwwards
Simplxr	Site of the Day	Awwwards
Hyer® Aviation	Featured project	Siteinspire
Stuurmen	Studio of the Year nominee	Awwwards

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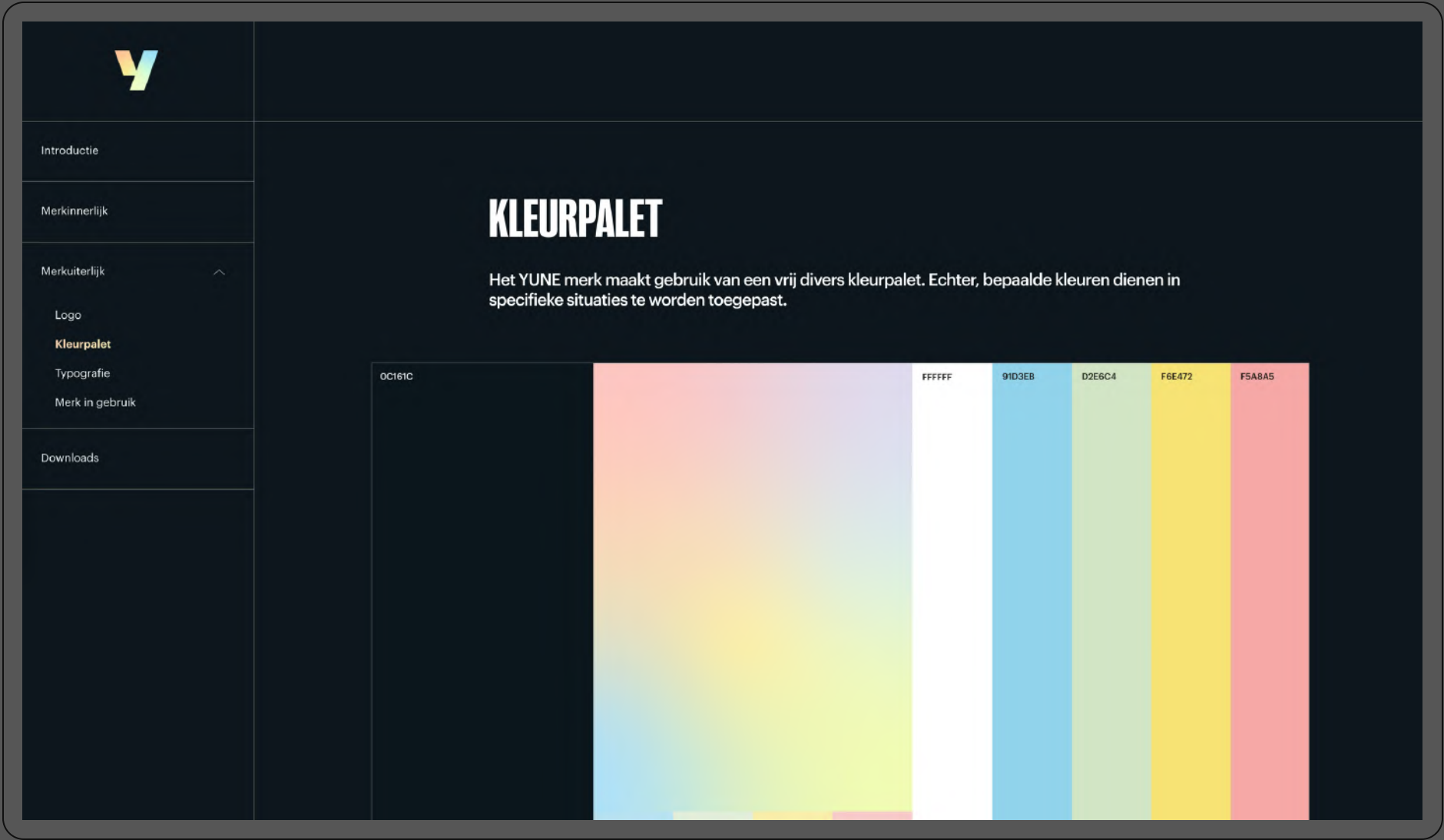# Team
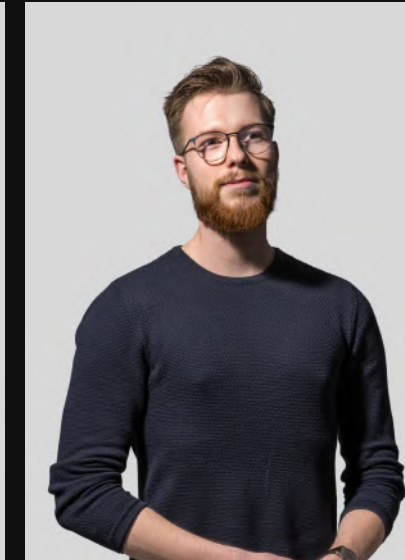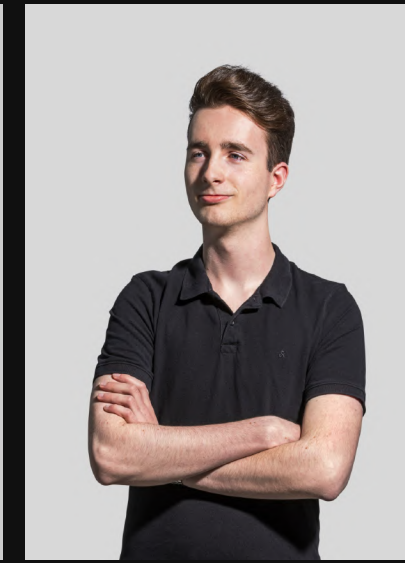
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Project 02

Brands

Brand Guide System

No 'out-of-date' books

Always accessible

Access to downloads

Easy to personalize

Problem

Every project uses (almost) the same code

Can only be set up by dev (or through CMS)

Numerous different components

BRAND GUIDE
SYSTEM SYSTEM

(or Brandguidinator)

Requirements

Each brand has its own environment

To be filled via dashboard

To be able to upload files

Note privacy (password, etc.)

Own domain (or subdomain)

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Possible brands to choose from

Collaboration

Rituals

Rolex

Balenciaga

Johnnie Walker

Etihad Airways

Maserati

Feadship

Contact by mail (sven@stuur.men or stijn@stuur.men)

Funny GIFs in the mail result in a better assessment

A repository we can access would be 👍

READY TO
GET STARTED?